IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Dietz et al.

Serial No.: 10/644,414 Art Unit: 4194

Filed: August 20, 2004 Examiner: Antonienko, Debra L

For: Real-Time Retail Display System

AMENDMENT

Commissioner for Patents PO Box 1450 Alexandria, VA 22313-1450

Dear Sir:

This Amendment is in response to Non-Final Office Action dated December 12, 2007.